



2008 Utah Tourism at a Glance

- Traveler spending rose an estimated 6.2% in 2008 to \$7.1 billion
- Traveler spending is estimated to have generated \$631 million in state and local tax revenues* (Approximately \$708 per Utah housing unit)
- Estimates of non-resident tourism arrivals increased 1.0% to 20.4 million
- Estimated 113,030 jobs in travel and tourism-related industries (Approximately 8.8% of total Utah nonfarm jobs)
 - 67,729 Direct tourism jobs
 - 45,301 Indirect tourism jobs
- Utah overnight leisure visitors (including Utah residents and non-residents) are estimated to have spent on average \$101.00 per person per day and stayed 4.95 nights (2007 Data)
- 77% of Utah's visitors come from the Western United States (2008 Data). Top markets include:
 - Colorado
 - California
 - Idaho
 - Nevada
 - Arizona
 - Texas
- International visitors accounted for 3.77% of total non-resident visitation with an estimated 740,000 visits in 2008. Top international markets include:
 - Canada
 - Mexico
 - Germany
 - United Kingdom
 - France
 - Japan
 - Netherlands
 - South Korea
- 5.6 million recreation visits were made to Utah's five national parks during 2008. Another 3.1 million recreation visits occurred at Utah's seven national monuments, two national recreation areas, and one national historic site.
- 4.5 million visitors enjoyed Utah's 43 state parks during 2008
- An estimated 24.7 million vehicles crossed Utah's borders along Interstate highways in 2008*
- 20.7 million passengers arrived at Salt Lake International Airport during the year
- Utah's 13 ski resorts hosted 3.9 million skier days during the 2008/09 season – the fourth best season on record
- 412,158 visitors stopped at one of Utah's six Welcome Centers during 2008
- 63.7% statewide hotel/motel occupancy rate in 2008

*These figures are estimates which may be revised once final year-end figures become available.

**Excludes data from Mexico which is not available at this time. The U.S. Department of Commerce is working with Mexico to obtain tourism data.

Sources: Utah Governor's Office of Planning and Budget; D.K. Shifflet & Associates Ltd.; National Park Service; Utah State Parks and Recreation; Ski Utah; Utah Department of Transportation; Utah State Tax Commission; Utah Department of Workforce Services; Salt Lake International Airport; U.S. Department of Commerce; Rocky Mountain Lodging Report; Utah Governor's Office of Economic Development – Office of Tourism